

Abstract

Name

Marketing plan of Sporthotel and the nearest sport facilities in Kostelec nad Černými lesy

Short summary

The main aim of my bachelor's thesis is to create a marketing plan for Sporthotel in Kostelec nad Černými lesy. The basis of my marketing plan will be situation analysis, which deals with availability of sports facilities, current offer for customers and quality of similar sports facilities in the neighbourhood. Marketing plan will include offer of services, promotional strategy and financial budget of Sporthotel for following years. A part of the thesis deals with management of sports unities, which run the sports grounds.

Key words

Marketing planning and plan, civic association, management of sports club, marketing mix.